



SCARNATO FAMIGLIA
FRANCHISE SYSTEMS LLC



FRANCHISE OPPORTUNITY

True Chicago Pizza

A brief introduction into the opportunity of joining the Vero Chicago Pizza Family, featuring a background of the founders and their family as well as everything you can expect moving forward.



INTRO

Hello and welcome! We invite you to learn a bit more about this opportunity and the family behind it.

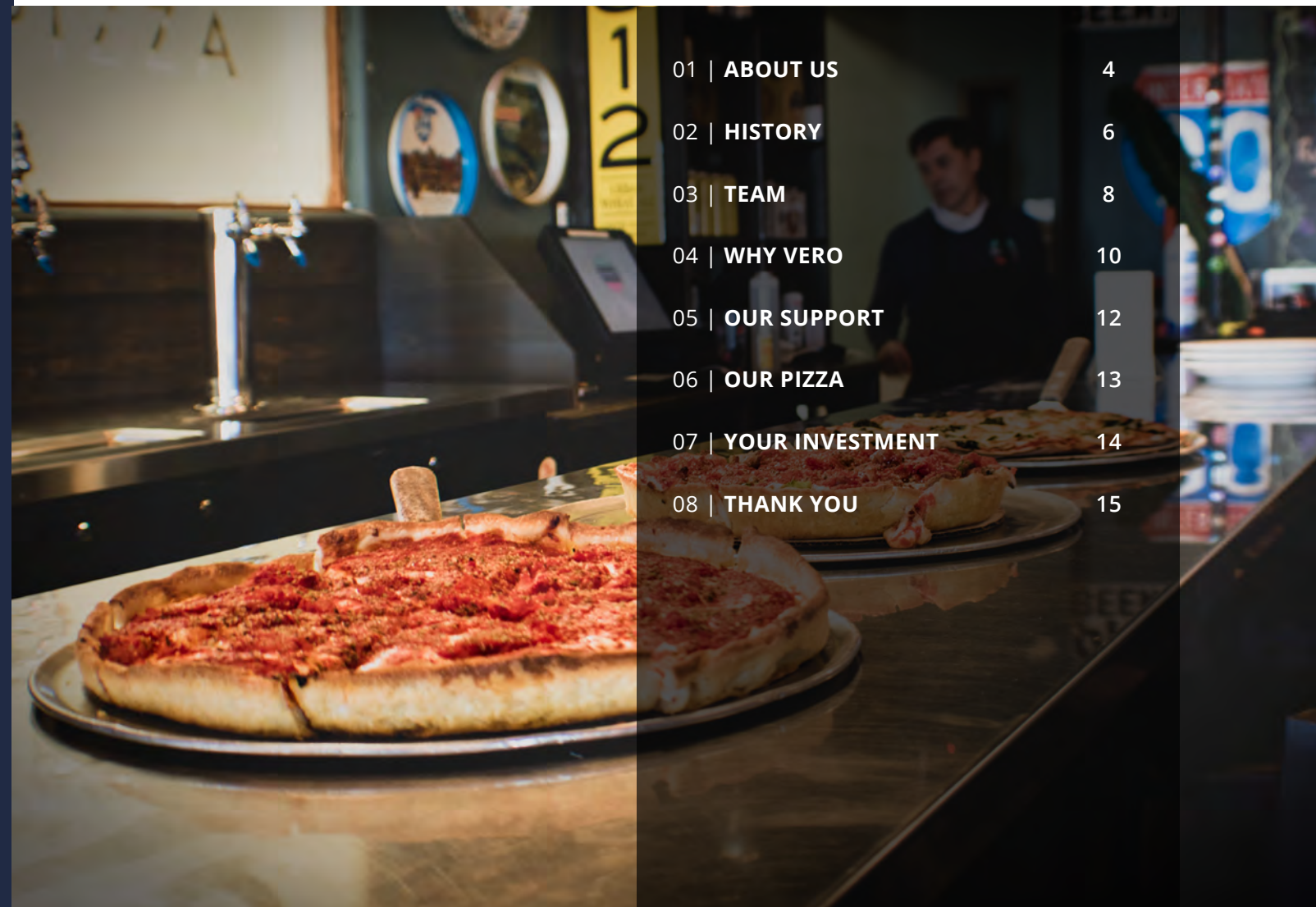
We know that you have plenty of options when searching for new franchise opportunities and pizza places are a dime a dozen. However, we know we have something special here at Vero Chicago Pizza. This Chicago pizza restaurant concept has been the culmination of the Scarnato Family's 30 years of hard work and experience. After figuring out all of the rights and wrongs ourselves, we have finally found the secret recipe to success, even after the trials and tribulations over the course of pandemic. Please allow us to share with you a little bit about this opportunity, so that our future successes may become yours as an extension of the Vero Chicago Pizza family.

- Sincerely

The Scarnato Family

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JOIN THE VERO CHICAGO PIZZA FAMILY



The Scarnato and Fiorita Family gathered for dinner on Kledvale Avenue, Chicago in 1942 .

At Vero Chicago Pizza, we are dedicated to quality, authenticity and family. Over 30 years ago, we started in this industry to nurture and captivate what true Chicago cuisine is one pizza at a time. As experts in our craft, we believe in a no-shortcut mentality by sourcing only the freshest ingredients and honoring our family traditions. Our mission is simple – serve our customers true Chicago Style cuisine with the freshest ingredients and highest quality service.

VERO

[ˈveːro] From Latin **vérus** ("true")

Italian Translation:
(Adjective) true, real, genuine

OUR NAMESAKE & OUR CULTURE

Vero translates to ‘true’ in Italian, and here at Vero we offer True Chicago Pizza and Windy City favorites in an atmosphere that gives our customers a taste of a real Chicago experience. Our dedication to our craft and heritage has brought our family recipes and Chicago favorites critical acclaim across the nation, and now we want to share this success with you.

Lou (Pops) Scarnato in his basement kitchen on Easter Sunday in 1982



PROFITABLE PIZZA JUST GOT EASIER!

Our simple mission at Vero Franchising is to bring TRUE Chicago style pizza to all of the great cities around the country. We are dedicated to achieving this goal through a strategically built franchise model, making a great pizza restaurant attainable and affordable for our franchisees.

At Vero Franchising, we have been franchisees and we are still owner-operators. We’ve walked in your shoes and understand what makes great franchisee support! We offer a range of concepts that are adaptable to any market and work with you hand in hand to ensure that your Vero franchise location is set to thrive.

OUR PIZZA HISTORY

In 1992, Joe and Tim Scarnato owned and operated their first carry-out and delivery pizzeria in the northern suburbs of Chicago. After opening three more stores over the course of a decade, the brothers decided to open their first full service restaurant with Buddyz A Chicago Pizzeria.

In addition to their pizza, they brought more family recipes to the menu such as the homemade beef sandwich and other delectable appetizers. In 2013, It was time to expand once again. Joe took Buddyz to where it seemed many Chicagoans and Midwesterners migrated to: Arizona.



1992

- The Scarnato Brothers open their first take-out and delivery location in the Chicago-land Area as franchisees.
- **1994** - Scarnato Brothers open their second take-out delivery location.
- **1995** - Scarnato Brothers open their third take-out delivery location.
- **1996** - Scarnato Brothers open their fourth take-out delivery location.

2000

- The Scarnato Family begins to establish its own brand, Pizza Italia
- **2001** - The Scarnato Family breaks away from its franchise and creates their own restaurant concept, Pizza Italia. Two of their previous locations re-brand and the others are sold.
- **2002** - Pizza Italia opens its 3rd location with a small dining area.

2005

- After getting a taste for the dine-in restaurant industry, the Scarnato Family builds a new concept featuring a full dining room and bar to offer their premium product.
- **2006** - Buddyz A Chicago Pizzeria opens in Algonquin, IL
- **2008** - Scarnato family sells the Pizza Italia concept.

2010

- 2nd BUDDYZ location opens in McHenry, IL
- Half of the Scarnato Family moves West to Phoenix, AZ..
- **2013** - First Phoenix Location. Buddyz A Chicago Pizzeria opens their first location in Queen Creek, AZ.

2015

- The Scarnato Brothers bring their concept to a food truck, servicing all of Phoenix.
- **2016** - Open 2nd AZ Buddyz Location in Gilbert, AZ.
- **2017** - The Scarnato Brothers open their third location in Ahwatukee Arizona.

2020

- San Tan Valley is Home to the 4th and Final BUDDYZ.
- A New Concept is Born, VERO Chicago Pizza.
- **2021** - Vero Chicago Pizza opens its first location in Gilbert, AZ and the Queen Creek, Ahwatukee, and San Tan Valley Buddyz locations transition to Vero Chicago Pizza.



LEADERSHIP AND SUPPORT TEAM

Unlike most franchise companies, all of the Vero Franchising team have been owners and operators of a location at one point or another and some still are! We know all too well the highs and lows of this trade and have the literal scars on our arms from manning the ovens over the course of the last 30 years to prove it. Our mission is to take everything we have learned over that course of time to make sure that you do not have to deal with the same struggles and ensure you start off on the best foot as soon as your doors open.



JOE SCARNATO
CEO

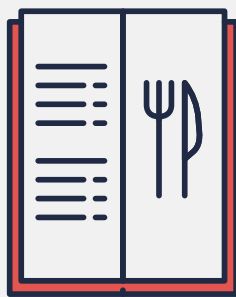


After spending a few years in hotel hospitality, Joe and his brother Tim decided to join the highly competitive Chicago-land area pizza business. With their first location in the Chicago suburb of Vernon Hills they were off and running. As their success continued, and they added locations, Joe spent more time on the administrative and development side of the business, while still running the kitchens every night. His years of experience in the kitchen has given him valuable and unique insight in overseeing Vero Franchising and its development.



TARIN SCARNATO
PRESIDENT

Born into the business, Tarin brings both the background and experience to his position as President. He began in kitchen prep and soon became a leader and kitchen manager at their biggest full-service location all before he was 18. Tarin left to pursue a hospitality degree at NAU, while also working for Disney and some of the most prestigious country clubs in the US. When the family opened their first Arizona location, it was only natural for him to rejoin the family business. He has since been the driving force behind the development and expansion of Vero Franchising.



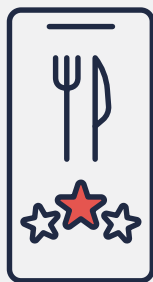
TIM SCARNATO
VICE PRESIDENT

The Pizza Maker! From the first moment the Scarnato brothers started in 1992, Tim has been the force in creating and refining the Scarnato family recipes that we are now known for. Tim is still active in all aspects of back-of-the-house operations and has run our kitchens for the last 30 years. After opening the family's past 15 restaurants, he will play an integral role in assisting each franchisee in becoming a well-oiled machine.



ALEX MEJIA
DIRECTOR OF RESTAURANT OPERATIONS

The Scarnato's "adopted" son, Alex came to the family as an employee of their first Arizona location in Queen Creek. It didn't take long for Alex to establish himself as a manager and eventually partner. Most recently, Alex has expanded his role developing our old family recipes for mass production. (Including our Chicago staples, Italian beef and hot giardiniera.) Alex, along with Tim, will be providing support in all aspects of back-of-the-house operations.



TAAO SCARNATO
CHEIF OF MARKETING & DESIGN

When Joe and Tim began, Taao was just one year old, from naps on pizza boxes to running amuck with his brother Tarin, their presence in the restaurants was pretty much the norm. Over the years, Taao has designed our store websites, logos, as well as the store interiors. His degree in Graphic Informational Technologies and experience as a carpenter has been essential in the buildout and development of the Vero brand and aesthetic within our locations.

MASTERS OF OUR CRAFT

Vero Franchising is built upon decades of experience, our critically acclaimed pizza, and breathtaking branding. Why join the Vero Franchising network?



IMPRESSIVE ROI POTENTIAL

Our low overhead, vendor relationships, and pricing structure allow for franchisees to start business quickly and begin building a legacy that will last for years to come.



OUR RESILIENCE

Our concept is backed by amazing recipes that have proven not only to succeed, but continue to grow, even in uncertain times.



OUR PRODUCTS

We at Vero believe that authentic taste starts with fresh made pizza. Our protocols call for daily production of great tasting recipes, always created with superior, high quality ingredients.



FLEXIBLE AND FUN

Enjoy operating your Vero franchise location, have fun, and make money along the way. We are dedicated to ensuring our franchisees are supported each step, eliminating the guesswork and keeping life enjoyable.



OUR LEADERSHIP

Our team understands business down to the last detail. We've run these types of businesses successfully from the frontlines for 30 years and want to share what we have learned and our success with future franchisees!



OUR BRANDING

We at Vero believe that our image and messaging also play a big part in our success and ability to distinguish ourselves from our competitors.

ARE YOU RIGHT FOR VERO FRANCHISING?

WE ARE SEEKING FRANCHISEES TO PARTNER WITH US WHO HAVE THE FOLLOWING QUALITIES:

- ✓ Understanding of the Vero Company Culture
- ✓ Strong Work Ethic, Discipline, and Integrity
- ✓ Outgoing with Good Communication Skills
- ✓ Background in Restaurant Industry
- ✓ Business Acumen and Management Skills
- ✓ Meets Financial Requirements



Giuseppe Scarnato making fritelle on Christmas Eve, Chicago in 1982.

FAMILY VALUES

Not only are many of our recipes passed down from our family, so are the values we instill in our restaurants. At Vero, everyone is welcome and hope to bring families closer through the joy of food.

WE ARE DEDICATED TO OUR FRANCHISEES

Vero Chicago Pizza will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, product ordering, food preparation, suggested pricing guidelines, and administrative procedures.



COMPREHENSIVE TRAINING

Vero Franchising will put you on the right track from the start — our dual phase training program, plus refresher courses, eliminates the guesswork of operation. An online classroom will be made available to educate all personnel.



OPERATIONAL SUPPORT

We will provide ongoing training and support in many areas, including unit operations, maintenance, customer-service techniques, product ordering, pricing guidelines, and administrative procedures.



MARKETING SUPPORT

Great marketing starts with great branding, which we've perfected. Lead generation guidance, social media tactics, network-wide advertising campaigns, and print collateral are all made available to our franchise partners.

ONGOING RESEARCH AND DEVELOPMENT

We will provide our continued research methods and techniques to enhance unit-level profitability.

**A MEMBER OF THE VERO FIELD
SUPPORT STAFF WILL VISIT EACH
FRANCHISEE ACCORDING TO THE
FOLLOWING SCHEDULE:**



- **First Quarter** – Weekly/Biweekly
- **Second - Fourth Quarters** - Monthly
- **Ongoing** - Quarterly



OUR PIZZA

We would have never gotten to this point if it were not for our pizza. We take great pride in continuously making sure we are consistently delivering the highest quality product that tastes just as it should whether you are dining in, picking up, or reheating it the day after... its also good cold.



DEEP DISH

We know everyone does it different, but we are here to tell you we are one of the best. After 30 years of being told so, we want to offer our deep dish to the masses. Our premium ingredients, attention to detail and the delectable crust will make you understand why we are the BEST.



BUTTERCRUST PAN

New to this whole deep dish thing? Try our best selling butter crust pan, this pizza boasts a fluffy buttery crust similar to our deep dish but instead starts with sauce, then ingredients, and finally cheese like most traditional pizza. We promise you will fall in love with this one.



THIN CRUST

While the rest of the world regards Chicago pizza as deep dish, real Chicagoans know there is a more deserved hero; The Chicago Thin Crust Pizza. Try one our signature landmark pizzas on our thin crust and eat like a true Chicagoan, golden brown and square cut!



THE INGREDIENTS SPEAK FOR THEMSELVES

While it is no secret that fresher ingredients boast a more flavorful product, in franchises that can get thrown out the window for cost and efficiency. At Vero that is not the case, we are always sourcing the best ingredients at the best prices and we bring both to your doorstep.

YOUR INVESTMENT



Vero Chicago Pizza offers two restaurant concepts that can be molded to fit the different needs of markets across the country. Vero prides ourselves by offering a family centric dining experience that can be translated to dine-in, take-out and delivery all while offering a consistent and premium product to all of our customers. Your personal investment is determined by which concept you choose as well as how much work is needed to bring your location to our standards, currently we estimate personal investment from \$150,000 - \$500,000 including the franchise fee.

FRANCHISE FEE - \$30,000

- Secure desired location (6 months)
- Initial Support
- Initial Training at Headquarters: 2-4 weeks
- Onsite Training (Franchisee's Location): 1-2 weeks
- Support for Time Needed Until Franchisor is Profitable up to 3 Months.

ROYALTY FEE - 5%

- 5% Gross Sales (Before Tax)
- Billed Weekly - Every Tuesday
- The Franchisor will have access to the daily reports and activities of the franchise partners through access to their location's POS system and day-to-day cash flow reports

MARKETING FUND - 1%

- 1% Gross Sales (Before Tax)
- The Corporate Office will be managing National Marketing efforts for consistent presentation of the Vero Chicago Pizza brand in markets throughout the country. Franchisees are responsible for executing and implementing Local Marketing efforts focused on their location.



**BECOME
A PART OF THE
VERO
CHICAGO
PIZZA FAMILY**



SCARNATO FAMIGLIA
FRANCHISE SYSTEMS LLC

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document.

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Let us tell you more about the
amazing things we do.